



WXYZ

ORDER

Flight Dates **10/12/12-10/18/12**

Contract / Revision **314499 /**

Original Date / Revision
10/11/12 10/18/12

Advertiser **Judicial Crisis Network**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product
JCN - Judicial Crisis Network

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C12C18**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 27% Market Value 194074

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	27%	52400
WDWB	%	0
WJBK	26%	50459
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	38814

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	42	\$44,540.00	\$52,400.00	0.00
Totals	42	\$44,540.00	\$52,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/18/12	42	\$44,540.00	\$52,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/12/12	10/12/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	----F--	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	----F--		1		\$1,000.00		0.00					
N 2	WXYZ	10/15/12	10/18/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWT---	:30	4	\$1,000.00	FX	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	MTWT---		4		\$1,000.00		0.00					
N 3	WXYZ	10/15/12	10/17/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M-W---	:30	2	\$2,900.00	FX	0.00	NM	2	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WXYZ

Print Date: 10/26/12

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Contract / Revision **314499** Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/18/12

Order Sep 00:20:00

Advertiser **Judicial Crisis Network** Product **JCN - Judicial Crisis Network** Estimate # **C12C18**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/15/12	10/17/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M- W- - - -	:30	2	\$2,900.00	FX	0.00	NM	2	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- W- - - -					2	\$2,900.00		0.00			
N 4	WXYZ	10/12/12	10/12/12	12-1pm M-F 12-1pm	CM	12-1pm	- - - - F - -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - F - -					1	\$1,200.00		0.00			
N 5	WXYZ	10/15/12	10/18/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWT - - -	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT - - -					4	\$1,200.00		0.00			
N 6	WXYZ	10/12/12	10/12/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- - - - F - -	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - F - -					1	\$1,400.00		0.00			
N 7	WXYZ	10/15/12	10/18/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	MTWT - - -	:30	4	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT - - -					4	\$1,400.00		0.00			
N 8	WXYZ	10/12/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	- - - - F - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - F - -					1	\$1,000.00		0.00			
N 9	WXYZ	10/15/12	10/18/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	MTWT - - -	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT - - -					4	\$1,000.00		0.00			
N 10	WXYZ	10/12/12	10/12/12	430 AM News 7 Action News This Morni	CM	430a-5a	- - - - F - -	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - F - -					1	\$300.00		0.00			
N 11	WXYZ	10/15/12	10/18/12	430 AM News 7 Action News This Morni	CM	430a-5a	MTWT - - -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT - - -					4	\$300.00		0.00			
N 12	WXYZ	10/13/12	10/13/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	- - - - - S -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S -					1	\$500.00		0.00			
N 13	WXYZ	10/14/12	10/14/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	- - - - - S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$500.00		0.00			
N 14	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S -	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S -					1	\$900.00		0.00			
N 15	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 10/11/12/ 10/18/12

Order Sep 00:20:00

Advertiser **Judicial Crisis Network** Product **JCN - Judicial Crisis Network** Estimate # **C12C18**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$900.00		0.00			
N16	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$900.00		0.00			
N17	WXYZ	10/12/12	10/12/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	----F--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$2,000.00		0.00			
N18	WXYZ	10/15/12	10/18/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWT---	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$2,000.00		0.00			
N19	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,800.00		0.00			
N20	WXYZ	10/15/12	10/17/12	6p News 6:28-6:30pm	CM	6-630pm M-F	M-W----	:30	2	\$2,400.00	FX	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-W----					2	\$2,400.00		0.00			
Totals														42	\$52,400.00